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Electric Light Draws Trade

THERE'S no excuse for the small shop to lose business because of poor lighting.

Poorly illuminated counters oblige customers to seek daylight either at the entrance or at a back window of the store to enable them to examine the texture of goods. This is a nuisance which most customers will not tolerate.

Intelligent customers—the class really worth cultivating, invariably trade at shops where they can see clearly the goods they wish to purchase.

Edison Mazda Lamps afford an abundance of electric light at minimum cost. "Light up" your place of business. Our Lamp Experts will gladly help you on the path to profit.

Deming Ice and Electric Co.

Telephone 33

Deming, New Mexico

Thos. J. Prichard Construction Co.

SUCCESSORS TO PRICHARD-GUNNING CO.

We buy our Lumber direct from Louisiana, thereby cutting out the middleman's profit

We have built some of Luna County's fine school buildings—our work speaks for itself.

Now working on the new buildings at the Townsite of Myndus, New Mexico

We also do street paving and build irrigation plants, and guarantee that you'll be satisfied.

Phone 51 214 Mills Building El Paso, Texas
Temporary Office at Myndus

COMPLETE STOCK OF ELECTRICAL GOODS

Installing, Repairing, House-wiring, Electric Fixtures, Fans, Irons, Etc. Everything Electrical. Metz-Weiss Oil-Burning Engines.

General Contractors, Engineers, Electricians.
Estimates Given.

Emerson ceiling and desk fans from \$10.00 up

ELECTRICAL SUPPLY SHOP

HASTE & WILSON, Proprietors

107 SILVER AVE.

PHONE 323

DEMING, N. M.



Twenty-five cents on the ton after this month. Buy your coal now at a great saving, and be prepared for the winter season.

Sam Watkins Fuel and Transfer Co.

Across from Deming Lbr. Yard
Phone 263

T. C. Hilliard of the Mimbres Hot Springs, stopped over Monday on his way home from El Paso.

H. B. Corlies of Phoenix, Ariz., was a business visitor in the city this week.

Mr. and Mrs. O. Hunter of Lordsburg, are visiting friends in the city.

W. H. Cummings of Sedalia, Mo., who has bought a farm in this section, was a visitor to the chamber of commerce Monday morning.

PERSONAL

Mrs. Edward Pennington left the city Sunday for San Diego, where she will be with her daughter.

Mrs. Noyes Weltner of Miami, Ariz., is a visitor with friends for a few days.

Mrs. Sam Burger arrived from New York City Sunday and will spend a few weeks in this locality.

Mrs. J. B. Bailey and George E. Gardner of Silver City, were Deming visitors the latter part of the week.

Lee H. Orndorff, a well known real estate operator and hotel man of El Paso, was a visitor in the city one day this week.

Dan Hathaway was in from his farm Sunday. He reports that the wind and rain storm did considerable damage on his place.

R. H. Case spent last week in Santa Fe. He motored to Rincon where he stored his car and continued the journey by rail.

Cantaloupes from the Imperial Valley are passing through in great train loads. Sixty-one refrigerator cars passed through Saturday in one train.

R. H. Nichols of Loda, was a visitor for a short time in the city Monday.

Herbert Longest spent Sunday in Deming and returned to his home at Miesse the following day.

P. W. Weber came in from Myndus Saturday and after spending a couple of days with friends, returned home.

Miss F. Cline of Lordsburg, arrived in the city Saturday and spent the day with Deming friends.

Mrs. C. J. Maxwell came in from Miesse Saturday and left for Silver City Monday morning, where she will attend the normal school.

Mr. and Mrs. A. L. Feldkirchner, who have a fine farm in the Miesse tract, were visitors in the city the latter part of the week.

Mrs. S. C. Pierce of Columbus, was a Deming visitor Saturday and Sunday morning, went to Silver City to attend State Normal school.

SUCCESSFUL BUTTERMAKING ON THE FARM

RIPENING OF CREAM

The flavor and aroma of butter depend very largely on the ripening improves the churnability of the cream. Ripening of cream also cream and increases the keeping quality of the butter. Ripening means souring or preparing the cream for churning. It is brought about by the development of lactic acid, which is a by-product resulting from the growth of certain species of bacteria, commonly called lactic acid bacteria. These bacteria are normal to milk and cream and their presence is necessary for the development of desirable flavors in butter.

RIPENING TEMPERATURE

The temperature at which cream ripens best is between 60 and 70 degrees Fahrenheit. A lower temperature than this will produce a bitter cream, while higher temperatures are likely to produce foul flavors.

STARTERS

It is a common practice among farmers to use a little buttermilk from one churning as a starter for the next batch of cream. This is the easiest way of providing a starter, and if the buttermilk is good, it is very satisfactory. However, if one is having trouble with poor flavors and difficult churning, a more satisfactory starter is to save four or five bottles of clean milk and allow them to sour naturally, at 60 to 70 degrees Fahrenheit until firmly coagulated. Then taste the contents of each bottle and use that which has the cleanest and pleasantest acid flavor for a mother starter. By adding this starter to a larger amount of milk, enough can be made to sour any amount of cream. A starter is simply a quantity of milk containing a preponderance of desirable germs. It should be added to cream at the rate of three to ten per cent of the cream, at least twelve hours before churning.

PRECAUTIONS

Stir cream frequently to insure even ripening, and to prevent the curd from settling to the bottom and becoming lumpy. Do not add fresh warm cream to the older cream. Let it cool first. Sweet cream should not be added to sour cream less than twelve hours before churning, as it will not ripen even with the older cream and will thus cause a large loss of butter-fat in the buttermilk.

THE CHURN

For making butter of good body or texture, a churn without an internal dasher or paddles should be used. The swing and barrel churns gives good satisfaction. The churn should be scalded and cooled with water to prevent the cream from sticking to the sides.

TEMPERATURE FOR CHURNING

The proper temperature for churning varies at different times of the year, with character of feed, with period of lactation and breed of cows. As a rule, the temperature should be about 60 degrees in winter and 56 in summer, and the cream should be held at these temperatures for at least an hour before churning.

ing. If the cream is too warm, the butter will come soft and salty. It will have poor keeping quality and there will be a large loss of fat in the buttermilk. If the cream is too cold, it will froth and stick to the churn. It is well to have the temperature so that churning may be accomplished in twenty-five to thirty minutes and the butter come in firm condition. A dairy thermometer should be used in controlling the temperature.

CHURNING

The cream should be strained into the churn to remove any hardened curd. Do not fill the churn more than one-third full, as more will lessen the agitation. If color is to be added, it should be put in the cream after it is in the churn and before the churn is started. The amount to add varies from none to about an ounce per hundred pounds of butter, depending on the market, season of the year and breed of cow. The churning should proceed in a manner to secure the greatest agitation. If a tight churn is used, it should be opened two or three times to allow the gas to escape. Stop the churn when the granules have reached the size of wheat grains. If the butter is churned into balls, buttermilk will be incorporated and the butter will be deteriorate quickly.

WASHING THE BUTTER

Draw off the buttermilk and add as much to the butter as there was cream to begin with. The wash water should be of about the same temperature as the buttermilk, though if the butter is soft, it may be cooler, to firm the butter. Revolve the churn a few times before removing the water. The purpose of the wash water is to remove the buttermilk and thereby improve the keeping quality of the butter.

SALTING

Salt serves both in flavor and preserve the butter. Different markets require different amount of salt. Under average conditions, six-tenths of an ounce of salt to a pound of butter should be used.

WORKING THE BUTTER

Butter is worked to distribute the salt uniformly, to remove excess buttermilk and water, and to give the butter a compact, waxy body or texture. It may be worked in a bowl with a ladle or with one of the lever workers. Over working causes it to have an oily or salty texture and occasionally a fishy flavor. Under working causes a leaky and mottled butter of loose texture. Butter should be cool at time of working.

MARKETING

Butter should be printed or molded, preferably in rectangular shape, and wrapped in parchment paper. If a fancy market is desired, it is well to put the butter in special cartons, which have printed on them the name of the farm or of the brand of butter, together with statements as to the purity of the product. The style or neatness of the package helps to sell the butter.

W. S. CUNNINGHAM,
State College.

Mr. and Mrs. Charles D. George of Alamogordo, were among the arrivals in the city Monday.

Martin Mullin of Faywood Hot Springs, was in Deming Monday making a few calls on his numerous friends.

Miss Mollie Murray of Cambray, was a Deming visitor Sunday on her way to Silver City to attend the State Normal school.

T. F. McClure and wife of Anson, Texas, arrived in the city Saturday and are looking over the valley with a view of locating in this section on a farm.

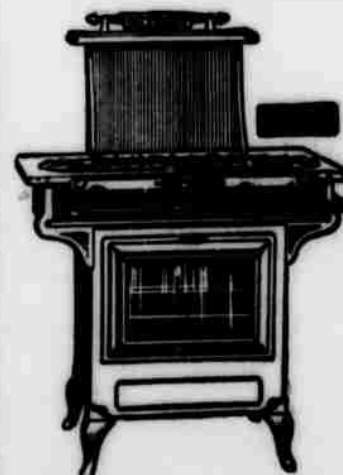
Read the Graphic. Subscription \$2.00 per year.

M. W. DePay, mechanical foreman of the Graphic, left Deming for Los Angeles Monday, where he will join his family for a few weeks' vacation.

Mrs. L. H. Payne and Mrs. J. H. Beals of Metcalf, Ariz., arrived in the city Monday on their way to Silver City to attend the State Normal school for the summer.

J. E. Burnside of Grand Rapids, Mich., visited the chamber of commerce Monday to call on his old friend, Willard E. Holt, whom he formerly knew in the Wolverine state.

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